

We claim:

- 5 1. A microcapsule formulation comprising microcapsules of an average diameter of from 1 to 100 μm , having a core of a hydrophobic material and a capsule shell of an addition polymer containing in copolymerized form at least 1% by weight of cationogenic monomers and/or polyethylenically
- 10 unsaturated monomers whose unsaturated sites are connected via successive chemical bonds of which at least one bond is acid-hydrolyzable, wherein the microcapsules are obtainable by polymerizing a monomer mixture constituting the capsule shell in the oil phase of a stable oil-in-water emulsion.
- 15 2. A microcapsule formulation as claimed in claim 1, wherein said cationogenic monomers comprise aminoalkyl (meth)acrylates and/or aminoalkyl(meth)acrylamides.
- 20 3. A microcapsule formulation as claimed in claim 1 or 2, wherein said polyethylenically unsaturated monomers having an acid-hydrolyzable bond comprise alkylenebis(meth)acrylamides.
- 25 4. A microcapsule formulation as claimed in any of the preceding claims, wherein said hydrophobic material comprises at least one fragrance or perfume.
5. A microcapsule formulation as claimed in any of claims 1 to 3, wherein said hydrophobic material comprises at least one
- 30 constituent selected from bleach activators, foam suppressants, optical brighteners, and enzymes.
6. A microcapsule formulation as claimed in any of the preceding claims, in spray-dried form.
- 35 7. The use of a microcapsule formulation as claimed in any of the preceding claims in a laundry detergent for textiles or a cleaning product for nontextile surfaces, skin or hair.
- 40 8. A laundry detergent or cleaning product composition comprising microcapsules having a core of a hydrophobic material, which comprises at least one fragrance or perfume, and a shell of an addition polymer containing in copolymerized form at least 1% by weight of anionogenic
- 45 monoethylenically unsaturated monomers and/or polyethylenically unsaturated monomers whose unsaturated sites are connected via successive chemical bonds of which at

least one bond is base-hydrolyzable, the weight proportion of the hydrophobic core material with respect to the entire capsule being from 50 to 98%.

5 9. A composition as claimed in claim 6, wherein said anionogenic monomers comprise ethylenically unsaturated C₃-C₆ monocarboxylic acids or C₄-C₆ dicarboxylic acids or monoesters or intramolecular anhydrides of ethylenically unsaturated C₄-C₆ dicarboxylic acids.

10

10. A composition as claimed in claim 8 or 9, wherein said polyethylenically unsaturated monomers having a base-hydrolyzable bond comprise anhydrides of monoethylenically unsaturated C₃-C₆ monocarboxylic acids.

15

11. A composition as claimed in any of claims 8 to 10, further comprising at least one constituent selected from surfactants and/or builders.

20

25

30

35

40

45